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EXECUTIVE DIRECTIVE CHINA

COLRHED 824 17 August 1980

ALL WITH TARGETS

LRH BIOGRAPHY PLAN

INFORMATION: A Documentation Program, as the first major action towards the production of an LRH Biography, has been approved and in progress for some time. A great deal of headway has been made in documenting LRH's pre-Dianetics years and the earliest years of Dianetics and Scientology.

A biographer has not been finalized, although the most likely choice is Omar Garrison. LRH liked OVG's BIOG WORK-POINTS submitted in 1977. Garrison has proven himself as an excellent researcher, writer and lecturer of outstanding productivity and reliability.

OVG, if he writes the book, may want to use his own publishing company, Ralston Pilot, and this could likely be worked out with marketing and distribution assistance from Pubs, as is currently being done with OVG's newest book PLAYING DIRTY.

From reports, the publicity campaign for PLAYING DIRTY by Omar and a WW Mission are being extremely effective. The successful actions of this mission could be used for a similar handling of the biog.

What is needed at this point is an initial plan which lays out the major steps and who will do them. There are several units involved and smooth coordination is vital. Programs connected with this plan will extend over two years or more, however good agreements and early establishment of lines will greatly speed production.

MAJOR TARGET: TO CREATE A BEST-SELLING LRH BIOGRAPHY.

PRIMARY TARGETS:

1. Somebody there: Snr Pers PRO; Laurel Sullivan, who acts as overall I/C and coordinator of the production and campaigns.
2. Worthwhile purpose: To bring about greatly increased acceptance of LRH and demand for his products, and create goodwill with all LRH, GC and Scientology publics.
3. Somebody there taking responsibility for his areas and

a. Snr Pers PRO - I/C and coordinator of research, production, pre-publication marketing, post-publication promotional campaigns, distribution and PR exploitation - all publics.

b. Snr Pers PRO Researcher - Coordinates research and documentation, organizes data collectors and interviewers.

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c. Acts as LRH's assigned liaison to provide the author with information needed and a link to the subject.

Ensures logistics of document transport is arranged with secure delivery.

Is on call to assist the author with whatever he needs.

Liaises with GO for documentation.

c. LRH Marketing Liaison - HFA by Snr Pers PRO. Liaises with Marketing Divisions, survey units and author for all marketing planning and budgeting.

Approves programs and coordinates all pre-publication promotional campaigns and all post-publication campaigns.

d. LRH Pers PRO International - Coordinates Source missions and PR exploitation to Staff, Scientologists, and new public.

Liaises with GO where publics cross.

Gets the book consumed by these publics and gets these publics to get it further consumed.

Coordinates and side checks all book exploitation campaigns, missions, tours created at management level.

e. DG PR WW - Coordinates all GO PR exploitation of the product including all media, author tours, use of the product offensive and defensive actions.

Briefs PRs and exploits GO PR activities regarding PR wins on this product to internal and external publics.

Liaises with the author on all public appearances regarding the book.

Liaises with LRH PR on the various PR lines to be used.

Reports contacts made with old friends of LRH or any personal representation to be made to Snr Pers PRO so liaison and handling can occur.

4. Organization established: The CONTRACT between subject, author and publisher will form the basis for operation and the stable datum on which other activities are coordinated and services provided.

5. Form of the organization held: Snr Pers PRO coordinating with all contributing units on standard lines.

6. Organization operating:

a. Each of the Plan Operating Targets are to be the subject of a program by the responsible terminal.

b. Contractual agreements will lay out detailed responsibilities.

VITAL TARGETS:

1. Do not downgrade the importance of the success of the biography.

ALL CONCERNED

2. Ensure all your comm lines needed for this project are kept open and clean.

ALL CONCERNED

3. Do not allow slows on your comm lines for approvals or on points requiring coordination.

ALL CONCERNED

4. Keep all involved well informed on actions taken, progress and difficulties so coordination can occur.

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5. Contribute to the scene; be imaginative and resourceful.

ALL CONCERNED

6. Do not cross up lines with other units or diverge into unauthorized, uncoordinated actions.

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7. Ensure no other unit up with your assigned actions.

ALL CONCERNED

8. Ensure the LRH policies covering your responsibilities are known and applied.

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9. Keep in mind who the subject is and how important his broad acceptance and goodwill is to this planet.

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PLAN OPERATING TARGETS:

1. Continue the approved biography documentation program. This runs up to the point of getting the existing files and data to the author and continuing to research and provide any needed material throughout his writing.

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SNR P PRO RSCHR

2. CONDITIONAL: If for any reason OVG does not close on writing the biog, evaluate other potential authors, select and close the best for the purpose.

SNR P PRO RSCHR

3. Work out a contract or contracts which cover the responsibilities of each party involved (R, author, publisher, C of S), respective contributions, all financial arrangements and contingencies.

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SNR P PRO RSCHR

4. As soon as contractual arrangement worked out, call and hold a meeting of the key terminals concerned with production of the biography and PR actions so that rapid coordination occurs and agreements reached.

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SNR PERS PRO

5. Get completed the Scientology and Dianetics positioning.

EHSI

6. Get completed the LRH positioning.

SNR PERS PRO

7. Assemble these survey results, the messianic surveys, and LRH survey policies into a package which is understandable, acceptable and usable for the author.

SNR P PRO RSCHR

8. Work out the line to R for approvals, signatures and biog data flow.

SNR P PRO RSCHR

9. CONDITIONAL: Based on contract work out publishing arrangements.

10. Get done market surveys of this type of book: buying publics, what have sold, what sold them, promo used, style, book specs, design, cost, etc. successful actions.

MARKETING EM

11. Get photos being collected, selected, approved and retouched.

SNR P PRO RSCHR

12. Assess what have been the successful actions with earlier books; DMSMH, PLAYING DIRTY, etc.

DG PR WW,
CS-MARKETING

13. Get a complete marketing campaign done.

Survey for publics

What these publics need/want

Positioning

Design surveys, title

Costing/pricing

promo surveys

Art work, dust jacket, photos

Key buttons

Timing

Pre-release events

Pre-release media, teasers

Promo

Releases

Book dumps

Clubs

Mailing lists

Reviews

Media

Build-up

Distribution

Follow-up

Years Campaign

Editions

MARKETING EM

14. CONDITIONAL: Based on contract get design approved and done. Hardback, paperback, limited editions.

R ARTIST I/C

15. CONDITIONAL: According to contract, work out all manufacturing lines, specs and financing.

MANUFACTURING SEC
PUBS US

- 16. Assess distribution lines available; establish them; dovetail with publicity actions; man up as necessary.

MARKETING EM IN
LIAISON WITH
MFG SEC PUBS US

- 17. Assign PRs to assist author, handle media, events, coordination. Evaluate what has worked in similar events, PLAYING DIRTY, etc.

DG PR WW,
SNR P PRO

PRODUCTION TARGETS:

- 1. Contracts all signed. October 15, 1980.
- 2. Biography market research complete. Oct 31, 1980.
- 3. All marketing programs approved and I/P. Nov 30, 1980.
- 4. Book released November 1981.



Snr P PRO Researcher and
Snr Pers PRO

Authorized by AVC Int

Approved by
WATCHDOG COMMITTEE

for the

BOARDS OF DIRECTORS
of the
CHURCHES OF SCIENTOLOGY

BDCS:WDC:AVCI:LW:SPPR:nsp